

Salem Town Vision Survey Committee

Minutes for Meeting of January 14, 2009

Present: Frank Abetti, Richard Asafaylo, Cheryl Cassidy, Shirley Diamond, Janet Griggs, Diane Weston, Len Giambra. Absent: Carole Eckart, Tom Woronik, Sam Rindell

J. Griggs opened the Meeting at 7:21 PM.

There were no public comments.

Agenda was discussed. There were no additions to the Agenda.

Minutes of 12/10/08 meeting were discussed. There were no changes.

Minutes M/S/A Cheryl Cassidy/Diane Weston

Janet briefly discussed the meeting she and other Board, Commission and Committee Heads had on Friday, January 9, during which Janet gave a Vision Committee progress update, noting that the POCD, EDC and Vision Committees were committed to coordinating their feedback gathering activities directed towards town organizations/groups and townspeople.

In the absence of Carole Eckart, Dick Asafaylo facilitated the meeting. Dick stated that the objective of the meeting was to determine "how to seek input" from the various town organizations/groups previously identified, and outlined several steps, and sub-steps, in support of this objective, as follows.

What does the Vision look like?

- Do we have a model vision (format, # of pages)

What do the groups hear?

- Does everyone hear everything (i.e., all topics), or do we divide and conquer (i.e, only present selected topics to each group, depending on their interests)

How to we organize the information gathering sessions?

- Do we go to the groups or do they come to us?
 - Do we divide topics
 - Do we divide groups/people
- What do we bring (e.g. sample vision)?

A group brainstorming activity/discussion took place from 7:30 to approx. 9:10 on the above topic.

Activity # 1: What does the Vision look like?

Agreement reached that the vision should be in the range of 2-3 pages (1,000-1,500 words). Format was also discussed (paragraphs, bullets, etc.) without reaching a conclusion.

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Activity # 2: What do the groups hear?

Discussion focused on two alternative approaches: either 1) bring a sample vision for them to review and react to, i.e., solicit information on what should be included in Salem's own vision, consistent with the model format presented; or 2) ask targeted questions to gather feedback which would be used to construct the vision.

Agreement was not reached on the preferred approach, but it was strongly advocated that every group be asked for feedback on every topic, rather than just on those topics that would appear to be their subject of interest or; at a minimum, that every group be asked which topics they had either particular expertise or interest in, and focus on those topics.

Activity # 3: How do we organize the information gathering sessions?

As time was running out, Dick proposed that during our next meeting, each member be given 4 green stickies and 4 pink stickies and that we conduct the following exercise to determine:

- a) who would go to which groups; and
- b) who would prepare materials for each topic

Pink represents "expertise" (in a topic)

Green represents "interest" (in a topic)

Round 1: Each team member would place a pink sticky next to a topic and a green sticky next to a topic of his or her choice, thereby indicating (highest) interest in a topic and expertise in a topic.

Round 2: Each team member would place a second pink sticky next to a topic and a second green sticky next to a topic of his or her choice, thereby indicating (second highest) interest in a topic and expertise in a topic.

The exercise would continue until all topics had 2-3 people assigned to them, preferably of different colors (or at a minimum, at least one team member with "expertise" assigned to each topic).

The outcome of this exercise would drive who would develop materials for which topic, and who would go to which groups to gather input.

Next steps (homework) in preparation for next meeting: Think about which approach (see Activity #2) is preferable; and be prepared to assign up to 4 pink and 4 green stickies to the 10 topics.

M/S/A Cheryl Cassidy/Diane Weston to adjourn at 9:12 PM.